

September, 1951

Volume 30

Number 354

LABOUR ORGANISER

CONTENTS

Brighten up your Premises

**Increased Expenses—Only the Tories
Would Benefit**

Cutting out the Chaos

Every Picture Tells a Story

Planning the Election Address

Budgeting for Elections

The Technique of Canvassing

PRICE FOURPENCE

SITUATIONS VACANT

BARKSTON ASH C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the National Agreement. Appointment will be made in consultation with the National Executive Committee. Application forms from **Mrs. M. J. Bye, Corporate Buildings, High Street, Kippax, nr. Leeds**, to whom they should be returned not later than the 22nd September, 1951.

BRIGHTON B.L.P. require an additional full-time Agent for duty in the Kemptown constituency in association with the Secretary-Agent of the Brighton Labour Party. Salary and conditions in accordance with the National Agreement. Application forms from the **Secretary, Brighton Labour Party, 93 London Road, Brighton, 1, Sussex**, to whom they should be returned not later than the 15th September, 1951.

CARSHALTON C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the National Agreement. Application forms from **Mrs. K. F. Smith, 157 Buckhurst Avenue, Carshalton, Surrey**, to whom they should be returned not later than the 15th September, 1951.

CITIES OF LONDON AND WESTMINSTER C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the National Agreement. Application forms from **Mrs. B. Hamilton, 47 Millbank, London, S.W.1**, to whom they should be returned not later than Saturday, 29th September, 1951.

SOUTHEND WEST C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the

National Agreement. Application forms from the **Secretary, The Labour Hall, Boston Avenue, Southend-on-Sea**, to whom they should be returned not later than the 22nd September, 1951.

SOUTH-WEST NORFOLK C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Mrs. D. Sigsworth, Greengates House, Swanton-Morley, Dereham, Norfolk**, to whom they should be returned not later than the 15th September, 1951.

STIRLING AND FALKIRK C.L.P. Applications are invited for the post of Full-Time Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Mr. Henderson Ferrier, 152 Wallace Street, Falkirk**, to whom they must be returned not later than the 30th September, 1951.

STOKE NEWINGTON AND HACKNEY NORTH C.L.P. Applications are invited for the post of Full-time Agent. Salary and conditions in accordance with the National Agreement. Application forms can be obtained from **Cllr. Mrs. F. De Vergier, 64 Maury Road, Hackney, N.16**, to whom they should be returned not later than the 26th September, 1951.

WEMBLEY SOUTH C.L.P. Applications are invited for the post of full-time Secretary-Agent. Salary and conditions in accordance with the National Agreement. Application forms from **Mr. J. Catermole, London Labour Party, 258 Westminster Bridge Road, S.E.1**, to whom they should be returned not later than Thursday, 20th September, 1951.



BY L.C.S. LUXURY COACH

Be sure of a safe and happy journey.
Take advantage of our competitive
prices and full dividend allowance.

ENCOURAGE TRADE UNION
LABOUR BY SUPPORTING

**LONDON CO-OPERATIVE
SOCIETY LIMITED**

Organisers should phone or write:

211 Romford Rd. E7. MARYland 1818

MONEY—CASH BRASS—TIN

Call it what you like
IT'S ALL

FUNDS!!!

Send for our free fund-raising
samples, only 3d. postage, to:—

THE IDEAL PRINTERS
12, Midland Street, HULL

**THE "FUND-RAISING"
SPECIALISTS**

FULL UNION SHOP SINCE 1922

EST: 1919

THE LABOUR ORGANISER

PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, LONDON, E.C.1

VOL. 30. NO. 354.

SEPTEMBER 1951

PRICE FOURPENCE

If you do not want people to visit your Party Rooms; if members join but will not stay; if you have youth trouble and things look black then perhaps it is brushes and paint which you want instead of new campaigns and bigger membership drives.

Brighten Up Your Premises

by LYALL WATSON, Vauxhall C.L.P.

SOMETHING TO DO: something to see: something to talk about. This would seem to be the order of things when educating others or ourselves.

In the Vauxhall Divisional Labour Party we felt that education was much too much 'something to talk about', and a great deal of the subject matter did not seem immediately palatable! We had youth trouble, too. Those we got we couldn't hold. What was the answer? We looked around for something to give our educational activities a new zest and found it in the rooms themselves.

We have taken two rooms, one an information room, the other a meeting room, and tried to fit them, cheerfully, for their purposes. After all, civic societies and such were unnecessary for Party members in the days of the Clarion Clubs and the Socialist Sunday Schools.

The information room has a wall newspaper; a portrait of the M.P. painted on the wall; a picture of the House of Commons; a portrait of Attlee; a map of Britain with streamers made of newspaper headlines; a map of the world with streamers; a panel for pinning up pictures; a small mural—'people of all nations'; a list of the current principal world events with tapes leading to another map of the world; illustrations showing the main activities of local government; and a map

showing the most important local places. It has cream walls, green curtains, and a bookcase.

The meeting room is to have a pale lemon ceiling, a dark red dado striped with darker red, sunshine yellow walls, and yellow notice boards. Down the longest wall there is to be a group of the great figures of our Labour past from John Ball to Sidney Webb, and over the mantelpiece a flight of doves.

When we have finished we hope to have three meetings — social meetings — as openers. We hope that these will be such as to attract the attention of those who do not usually attach themselves to our Party; such as to expand our horizon beyond our immediate affairs.

We will have given our members a clean and interesting background which we hope will encourage them to visit more frequently. We hope that the younger members will find a renewed interest from what is being done, and from the teamwork which produces it, and that a creative stir will run through the Party.

And if none of these things comes up to expectations, we will be like the juggler who juggled before the statue of the virgin, we will have expressed our hope and trust in the future of our Party in the way that was open to us. This is one road to optimism.

Increased Expenses—Only Tories Would Benefit

says JACK CUTTER

ELECTION AGENTS who prepared their election budget last summer just in case there was an autumn election, probably scrapped it and prepared another early this year in anticipation of a possible spring election.

Now, unable to ignore the possibility of an autumn event, they have wrestled with their third attempt, contemplating with despair, if not with panic, the astronomical figures of their printers' estimates vis-à-vis the dead and relentless level of their maximum permitted expenditure of £450 plus 1½d. per Borough constituency elector and 2d. per County constituency elector.

Top Expenditure

This allows a top expenditure in a constituency of 54,000 (which is about the average) of £900 in a County and £787 10s. in a Parliamentary Borough. These sums seemed reasonable and adequate when the R.P.A. was passed by the last Parliament, but a number of Agents argue that they are unrealistic during existing price levels. These Agents propose an increase in the basic £450 to £550 or, alternatively, that the permitted sum per elector should be increased by ½d.

In the average 54,000 constituency this would work out at a maximum of £1,000 for a County and £887 10s. in a Borough if the £100 increase in the 'basic' were approved. If the alternative proposal of ½d. more per elector became law the maxima would be £1,012 10s. in a County and £900 in a Borough.

One Agent in a Borough constituency, arguing in favour of one or other of these increases, sustained his case thus. Last election, he said, he issued one election address in an envelope to each elector, a news-sheet and two leaflets. These items cost £310. His estimates for the same items now reached £603, and each printer submitting estimates had included a warning that the prices were subject to price fluctuations which, he added, are 'fluctuating' only in one direction—on a steep upward gradient.

Allowing what he regarded as the impossibly low sums of £100 for advertising (including posters and newspapers), £100 for meetings and committee rooms, £50 for clerks and messengers, and £100 for miscellaneous items, he was faced

with an expenditure of £953, which was about £100 over his maximum and allowed nothing for Agent's fee, postages, stationery (other than envelopes), transport, outside bodies, insurance and eventualities, unless these could be squeezed into the £100 miscellaneous column. 'Which', he commented, plaintively, 'is absurd.'

An impressive case, upon which I did not care to give a snap judgment.

We have to consider (a) whether the suggested increases in permitted costs are desirable in the general interests of the Labour Party, and (b) whether they are possible. Let us look at the latter first, for if the change is not possible, consideration of its desirability becomes futile.

There is at least one precedent for temporary adjustment of the 1949 R.P.A. without amending legislation and by means of some kind of Order. The Act provides for the publication of two Registers a year, and for *financial reasons* this has been waived in the meantime in favour of an annual Register. Therefore, one imagines, if it is possible to set aside one of the provisions of the Statute for reasons of temporary expediency, it is probably possible to adjust another for the same reasons.

On a Plate

But considering the desirability of the adjustment produces many misgivings. The Tories would give it unanimous and enthusiastic support, a circumstance which should make every Labour Agent dubious. The need to cut costs to the bone is more of a handicap to them than to us, on the whole, and it is not good tactics to hand your opponents an advantage on a plate.

Need we spend more than half our spendable money on printing? Could not my Agent friend's issue of printed matter be cut drastically without appreciable effect on its vote-producing value? I think it could.

Another Agent (I believe it was John Smith of West Dunbartonshire) recently pointed out that if there are five electors in one household, it is wasteful and absurd to send each one of them exactly the same piece of literature, namely, the election address, as such repetition decreased its value in the minds and eyes of the

(continued at top of next column)

recipients. One to each household, or, if this seems too drastic an economy, one to the man and wife and one to the remaining members of the household immediately reduces printing and envelope costs substantially although it calls for more care in addressing.

Candidates, of course, do not favour this idea. Understandably, they prefer what they regard as a personal message to reach each elector. Being a candidate myself, I am reluctant to accept this diminution of my ego, which is not normally a particularly aggressive piece of mechanism.

Looking at the other printing items in my friend's estimate I feel on more secure ground. If he is producing a news-sheet, what does he want with two leaflets? The contents of the leaflets could be presented more effectively in his news-sheet anyway. It seems to me he could cut both out or at least satisfy himself with one.

The budgeting Agent who decides first on his printing requirements, regards them as priority and then trims all other essentials to fit is, I think, making a mistake. He would be wiser to plan his whole budget by making allowances for every

essential and then start the trimming process if it is necessary. Probably most constituencies will thus be forced to confine their printing expenditure to about £350 and, unless printing prices go still further through the roof, that limit should, with care and some ingenuity, provide an adequate coverage in most constituencies.

The introduction of lower expenditure limits in elections was probably the most important single provision in the 1949 Act. I am all for adjustments of minor and proven anomalies, such as the revision of the polling-day car regulations, but I have the very gravest doubts about tinkering with the major principles of the Act. It would give the green light to any future Tory administration to torpedo the entire measure. After all, there is no particular disadvantage in a shoestring budget if everyone is working with the same length of shoestring.

The problem of a goodly number of constituency Labour Parties is not how to trim their costs to the legal limit, but how to raise enough to enable them to conduct a reasonable campaign at all. Theirs is a smaller shoestring and theirs the greater problem.

“FOREPAY is BAD-PAY”

is an old Cornish proverb.

The Publishers of KEESING'S never expect anyone to buy a pig in a poke. In fact, KEESING'S needs no poke.

Just write (on your official letterheading) for a copy of the current volume on loan. Retain it for four weeks, test it thoroughly, see how it grows into an ever up-to-date reference tool by the addition of a fresh issue every week, check the time and trouble it saves you, observe its usefulness in answering questions on current affairs, let your Committee handle the book and, of course, ask your Member or Candidate what he thinks of KEESING'S.

If you are satisfied, you will join the ranks of the many Party officers who turn to KEESING'S as a matter of routine for rapid reference on present-day developments. If you fail to be impressed, simply return the material without cost to you: but be sure — if you still lack KEESING'S — to ask for a Free Test without delay, so that you know at least what you are missing.

KEESING'S • 66 Bristol Road • Keynsham • **BRISTOL**

Cutting Out the

WHATEVER PART of the country we may be in, or whatever type of constituency we may be responsible for, all Agents will have heard and perhaps contributed to, arguments upon the value of meetings in an Election.

Like most things concerning an election there can be no concrete answer. Nevertheless all of us, whatever our point of view, will have to consider, and should do so now, what line we will take with our Public Meetings during the next General Election.

There are obviously many points which cannot be decided, or carried out until an Election is imminent, but at the same time a large amount of preparatory work can and should be done now.

Careful thought should be given, bearing in mind the character of the constituency and the electorate, as to how many, where and at what stage in the campaign, meetings should be held. Although it is generally accepted that meetings are part of the 'window dressing' aspect of an election, it may be considered good tactics in your constituency to hold a lively meeting early in the campaign, in an area that normally takes a long time to become warmed up.

In timing meetings the importance of press publicity obtained from them must not be overlooked. This has sometimes more value than the actual meeting.

It is worthwhile to consider holding a 'Star' meeting in time for the press reports to be included in the local paper published immediately before Polling Day.

In preparation, most Party Agents will already, as a matter of routine, have compiled lists of suitable halls, and all details relating to them, and also will have obtained from the local Education Authority their list of halls, etc., available for free election bookings. In earmarking schools, it is a wise precaution to ensure that any junior or infant school that you may hope to use, has sufficient full-size furniture for the comfort of your audience. The writer remembers (to his shame) an occasion when a large audience had to sit for the duration of a film show upon tiny seats and chairs intended for young children.

Similarly a local directory of local

speakers, if not already available, should be drawn up, including details of their respective talents, together with any special subject or type of meeting they can handle.

With this information available a skeleton meeting schedule could be devised upon a 'Nomination Day plus—' or a 'Polling Day minus' basis, so that directly the election is announced the Agent, or his Meetings Officer, will be able to get under way immediately with the booking of halls and speakers and filling in other details necessary to a successful meeting campaign.

The telephone will undoubtedly be used to check available dates with the letting agents for various halls, and provisional bookings can be made in this way. It is dangerous, however, to make bookings solely by 'phone at this stage. All bookings should be confirmed by letter and official order, and to insist on an acknowledgment which ensures that both parties fully understand all particulars regarding the booking.

To some this may seem a little formal, but it should be borne in mind that many of the people responsible for bookings do this work as a side line to their normal work, and may easily overlook a telephone call, with fatal results.

So to speakers, particularly those from outside the constituency. Thought should be given to the fact that he is probably undertaking many speaking engagements during the period, and care should be taken to ensure that all details regarding meetings to which you have asked him to speak are made perfectly clear.

Directly intimation is received that a speaker is available, write him, giving preliminary details of what you want, the travelling facilities available, train or bus times, and ask him to confirm the arrangements advising you how he intends to travel.

A stamped-addressed envelope will, in addition to assisting him, probably ensure an earlier reply. A reminder, enclosing a full agenda of his meetings, and details of the arrangements you have made to meet him, or the venue he has to report to, should be sent a day or two before the meeting.

Chaos

With only one meeting an evening the preparation of an agenda and timetable is a simple process, but when the same batch of speakers are being used at perhaps three or four meetings the problem becomes more complex, and we begin to appreciate the genius of those individuals who compile our railway timetables.

The simplest way of working this out, is to have a blank agenda for each meeting before you, and to make entries for each speaker (or candidate) chronologically through his evening's work, not over-looking, of course, the need for ample time to be allowed travelling from one meeting to the other—don't just guess this.

Copies of the three final agendas should be made available to everyone concerned, and will impress upon them exactly why they must keep to the timetable. This should be emphasised on the agendas and on every other possible occasion.

From this it will be a fairly simple matter to compile an instruction sheet and timetable to give each car driver detailed for meetings' transport, and should avoid any snags arising.

Publicity for meetings will naturally have to be considered in conjunction with the campaign as a whole. An effective method is to deliver handbills in the area covered by the meeting, either with the canvass, separately, or together. Such handbills can have the same lay-out with details varied district by district. If variation is desired to prevent confusion, the colour of the paper or ink could be introduced without extra cost.

As always the Agent will be loth to reduce the number of his canvassers using some instead to steward meetings. To-day the likelihood of a need for 'strong men' is very remote, and consequently stewards may be found from those not usually engaged in canvassing.

In order to simplify arrangements for the preparation of halls it might be practicable to appoint two or three chief stewards for the campaign, who would each be responsible for literature, decoration, i.e. posters, etc., and collections, for one meeting each night. This steward could have his own set of equipment to take with him from meeting to meeting.

by

S. F. DUNCE

In this article the writer, who is Agent at Southwark, explains what to many people may seem unnecessary and elementary but which if adhered to will prevent those frantic last-minute upsets and ensure that your meetings are smooth and successful with all points clearly planned and every eventuality guarded against.

In preparing the hall, care must be taken to see that the Press are adequately accommodated, and should you be lucky enough to get a 'name' speaker make sure that the local man does not get pushed out by the national Press. Remember, you will need his help after the others have gone.

To many agents and experienced meetings officers much of what I write may seem unnecessary or elementary, but any of us who have been through the ordeal of listening from the back of the hall while some poor councillor tries valiantly to hold the fort while frantic efforts are made to find the lost speaker, or bring him from the meeting he should never have attended, will realise the necessity of paying attention to all the details which ensure a smooth and successful meetings campaign.

Be Helpful — It Pays Dividends

says V. M. THORNES, Secretary-Agent, Rotherham C.L.P.

NO MATTER WHAT one learns, it comes in useful sometime, is an old, and in this case, a well-proved adage. When I came to Rotherham I was glad to find that previous experience in Social Security measures and other personal questions stood me in good stead because the Labour Movement here had built up over the years a system of advice and information which can be most rewarding, both from a human and a political viewpoint.

They had started in the bad old days of the Means Test by fighting cases both before, during, and after going to the Board of Guardians. Because of their activities the Public Assistance Committee was suspended and superseded in 1932 by a Commissioner, for refusing to apply the Means Test, an action which almost sent them to jail.

During the last war, when Servicemen and their families faced innumerable problems, this assistance service was expanded and with the return of the Labour Government, and the ensuing legislation which it enacted, an entirely new field was opened up.

We decided to specialise in those Acts which affected our people most. We established intimate relations with the National Insurance Office, the National Assistance Board, the local Employment Exchange manager, and others who might be helpful.

This is in addition, of course, to the usual channels through which the Member of Parliament can deal with questions requiring the attention of some Government Department.

The range of advice which we are prepared to give is almost limitless. It can be of the most personal, such as separation allowances, reconciliation between man and wife, divorce, even legal advice to people who have to face the Courts on some charge or other.

Familiarity with the provisions of the limited Legal Aid Act is invaluable. Matters connected with housing are vital whether they be the interminable disputes between landlord and tenant, or sub-tenant and tenant. Such questions call for knowledge of the Rent Acts and co-operation with the Rent Tribunal officials.

Then there are the everyday housing problems where those in need are in-

volved. Such more usual cases are referred to Labour councillors for checking and may eventually require the intervention of our M.P., so far as his powers go.

On the other hand there are the desperate cases of people thrown on the street before we can intervene. A happy relationship with the local Welfare Officer has always led to such people being accommodated somewhere, somehow.

But perhaps looking after the affairs of old people can be the most satisfying. It may be a Pension Book to sign, convincing them that Supplementary Pensions are their right, and not charity, clothing, bedding, and other allowances from the National Assistance Board, Home Helps, or any of the thousand and one other troubles with which old folk are sometimes faced.

Such assistance is not only touching in its results, it also illustrates to one and all which really is the Party of the people.

We run our service completely free of any partisan spirit. There must be no wondering whether the person involved is 'one of ours' or 'one of theirs'. Such a tendency would be fatal. We insist on showing our opponents, as well as our supporters, that needs come first. In the long run the effect on the Ballot Box can be considerable.

Remember, such a service takes up a lot of time. Particularly so when one is busy and temptation is strong to tell an inquirer that you just don't have the time.

There is canvassing and canvassing and it might surprise some people to realise that a mass canvass carried out among old people to make sure that they know just what they are entitled to in the way of Supplementary Pensions is a better way to gain supporters, in all quarters, than the orthodox type of canvassing with loads of literature, hours of talking and explaining and dozens of doorstep interviews.

You prove to the people that you are really doing something for them.

Think it over, perhaps you may even feel inclined to copy us and begin your own scheme. If you do, and wish further advice and information on setting about the job we in Rotherham would be delighted to help in any way, at any time.

Every Picture Tells a Story

by A. L. WILLIAMS, Assistant National Agent

DISMAL LOOKING Committee Rooms, in which everything appears to be in a state of chaos, and where appearances are not deceptive, are far too common in the experience of those who have taken part in Parliamentary and Local Elections.

The extraordinary thing is that the muddle often is presided over by a man who at his own work is a model of system and order, or a proud housewife who would be outraged to find even a cushion out of place at home.

The main reason that otherwise tidy people often do an untidy job in a Committee Room is that they have no clear idea of what principles of organisation lie behind the jobs they are trying to do, nor have they been given the necessary equipment with which to do their jobs efficiently.

The special value of *Practical Illustrations of Election Committee Rooms* by Alan Herbert, is that it shows in pictorial form what is needed to equip the various rooms and offices used by the workers in an election, and, also, how the proper layout of these immediately creates a sense of order, which is bound to influence those who work in them.

And the surprising thing is that it is all so simple; the essentials being well within the means of any Party. For instance, the table which appears in most of the illustrations is a kitchen table covered with a sheet of white paper, which can be changed every day, and most of the charts, trays and files are home-made.

Alan Herbert shows the layout of 'The Agent's Office', 'The Candidate's Room', 'Sub-Committee Room', 'Enquiry Office', 'Meetings and Transport Room', 'Postal and Proxy, Removals Room', 'Despatch Room', and 'Sub-Committee Room on Polling-Day'.

Whether there is one, or there are twenty rooms available really does not matter, since the underlying principle is that the available space should be set out and equipped in such a way as to permit the job, or jobs, for which it has been appointed, to be performed properly.

Alan Herbert is a 'functionalist'. Only those things are included that have a necessary function, and, since the tasks at

an election fall into several main groups, the equipment is grouped according to function.

For instance, the Sub-Committee Room simply cannot do without a copy of that part of the register for the area covered by the Sub-Committee Room, but there is no need for a copy of the register to be in the Candidate's room. But the Candidate does need a diary of his daily engagements and filed copies of Speakers' Notes, Hansard, etc., as well as specimens of his opponent's literature.

Yes, it is as simple as that. But get a copy of this picture book and see how impressive Alan Herbert makes it all, and contrast the systematic orderliness of his methods with the muddle and inefficiency that follows from the far too common lack of method. Turn the page and you will see one example of what I mean.

Man Bites Dog

That is the example often given to young journalists of a good newspaper headline—something novel, something unusual, something to catch the eye! It's a good enough working rule—as long as it is not used to warp the real value of the news. In Labour's own newspaper you will always find a proper balance struck in reporting the day's events, and in particular, you will find more news on current industrial and social topics than in any other national daily newspaper.

**DAILY
HERALD**

*Labour's Own
National Daily Newspaper*

A MODEL

Sub-Committee Room

And here we give the opinions and criticism of an impartial reviewer with personal experience of the problems and difficulties which Alan Herbert sets out to explain and simplify.

THIS TWENTY-FOUR-PAGE booklet is not intended to deal with any of the actual problems of an election campaign; it is an urgently needed guide to the ideal equipment and layout of central and local committee rooms.

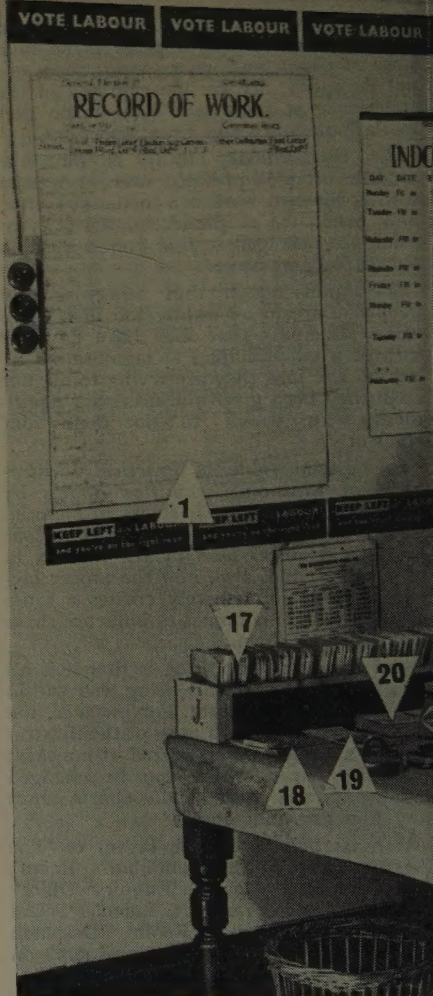
A most attractively produced booklet, it tells its story pictorially with full page photographs of the Agent's Office, the Candidate's Room, the Sub-Committee Room, the Enquiry Office, the Meetings and Transport Room, the Postal Proxy Vote and Removals Room, the Despatch Room, the Sub-Committee Room on polling-day, and the various Canvass systems.

The fact that the majority of Parties will not have so many rooms at their disposal in no way detracts from the value of the book. The files and charts and notices may have to be concentrated into one or two rooms, but the separate photographs give a clear picture of what will be needed.

A key to each photograph listing all the equipment shown will save the agent a great deal of worry. As Dick Windle stresses in the introduction, 'However well the preparatory work has been carried through, unless attention has been given to the essential Committee Room requirements, gaps are likely to be found when the testing time of an election arrives'; and it is this that makes this publication useful.

If there is a criticism it is that for inexperienced agents the value of the book would be increased if a dossier of specimen forms corresponding to the forms and charts in the photographs could be made available.

A final 'Word or Two' by Harold Croft, and a Conclusion by Len Sims, round off this excellent publication.



KEY

1 Record of Work Chart—to
offences. 4 Election Poster.
of Personnel and Committee
for Polling Day. 12 Tray for
Forms for use in Committee
calls on Polling Day. 17 Can
20 Canvassing leaflets. 21 B
Street List. 23 Helpers' Bo
etc., for delivery. A comple



to suit. 2 Details of Indoor Meetings—for general information. 3 Summary of Election Sign. 6 Committee Room Poster. 7 Map of area covered from Committee Room. 8 Chart of local Polling Place details. 10 Poster "Who can Vote by Post". 11 Rota of Number-takers to Headquarters. 13 Supply of leaflets on "Who can Vote by Post". 14 Folder containing Promise cards in course of being written up from the Canvass records. 16 Definite car Cards. 18 Supply of R.P.F.7 and R.P.F.8 for Postal Votes. 19 Slips for Register enquiries. 20 Supply of Canvass Books or Cards. 21 Register of Electors for area being covered together with of Window Bills and Cards. 22 Register of Electors for area being covered together with of Window Bills and Cards. 25 Supply of Election Posters. 26 News Sheets, Handbills, essentials—string, paper clips, etc.—not included in this key is given in the book itself.

Planning the Election Address

by LEN SIM, National Agents' Department

IT IS NATURAL that my recent articles on paper economy should result in requests to deal with the problem of a suitable Election Address. Many have written to say that envelopes will have to be dispensed with because of cost or scarcity and, in order to be able to purchase sufficient paper for an election whenever it may come, it is essential to plan the Election Address in advance so far as size and format is concerned.

Printing and stationery, in the General Election of 1950, was 61 per cent of the total expenditure. Prices since then have risen considerably so economies must be effected. This calls for thought and ingenuity on the part of Agents to ensure that the quality of the printing, especially the Election Address, remains on a high standard.

Most Agents will, therefore, be forced to resort to the un-enveloped Election Address. This being the case, the first essential is to take into consideration the postal regulations governing the free post. For the purpose of this article it will only be necessary to quote the regulations dealing with the size of the communication and the one dealing with the portion to be addressed.

When folded the maximum dimensions are as follows:

	Max. Length.	Max. Depth.
Packets in closed envelopes	... 9"	4½"
*Packets in open envelopes		
†Packets in addressed wrappers	... 7½"	3½"
†Folders		
Cards (sent unenclosed)	5½"	4½"

*The opening should not normally exceed 4½". Exceptionally, objection will not be raised to the use of envelopes not exceeding 3½" in depth with a tuck-in flap along the top not exceeding 6" in width, nor to the use of any other envelope with a tuck-in flap if the opening does not exceed 4½" in width. Candidates are recommended to use tongue and slot envelopes or envelopes with a special device to prevent other small packets from becoming entrapped.

†Packets of this type which exceed 6" in length must be secured so that no opening exceeds 4½".

No packet however made up may exceed 2 oz. in weight, or be less than 4" in length or 2¾" in width.

Printing, on the address portion, must be confined to the left-hand half, the right-hand half is reserved exclusively for the address. The words 'Election Communication' must be printed at the top of the address portion.

The Approach

First of all it will be necessary to consider the kind of Election Address you intend to issue. The following suggestions are worthy of consideration:

1. Combined Election Address and Window Bill.
2. Standard Election Address sealed by gummed labels.
3. A smaller Election Address for tucking in.

All three have merits as well as slight disadvantages.

The combined Election Address and Window Bill, designed to enable the Window Bill to be detached and the Election Address remain, saves cost and reaches the electorate irrespective of the canvass. The timing of the delivery is important in this connection.

The standard Election Address (10 in. by 7½ in.) sealed with gummed labels, not only enables the writing up to be done in advance of delivery from the printer, but also meets the requirements mentioned above. Care should be taken, of course, to see that the labels do not stick to one another and that the Election Address can be easily opened without tearing.

The smaller Election Address, when folded and tucked in, meets the postal requirements and is doubtless cheaper. It does mean, however, that writing direct on to the Election Address will mean planning the work of your writing staff in order to get it finished in the required time.

Planning the Design

Having settled the kind of Election Address to be issued, it will be necessary to give attention to the design. To get
(continued at top of next column)

the right idea and balance, it is best to get a few sheets of paper and fold to the required size. This will not only give you a basis for your drafting but also indicate where the creases fall—most important in layout.

Three points to remember on good presentation:

1. The need to create interest.
2. To maintain it once created.
3. To make sure that what is being said is easily understood.

If it is intended to use a large photograph of the Candidate on the front page—a feature in most Election Addresses—care must be taken to see that the paper creases do not come across the eyes or mouth as this can easily distort the features. Similarly, if wording is to be incorporated, make sure it is balanced. A few pertinent words are really all that is necessary.

Next we have the inside pages and the space to allot for the Candidate's message. When the area is defined the Candidate is able to write the required number of words instead of having to guess, which generally results in the need for sub-editing with subsequent loss of appeal.

The back page, allowing the centre portion for writing, can be used for information such as addresses of the various Committee Rooms and the final public meetings. I favour this, especially in wide-spread constituencies where handbill distribution is difficult. It also has the advantage of ensuring that Committee Rooms and the final meetings are fixed up

well in advance. There is no need to give the names of the speakers at these meetings, only dates, places and time.

The Photograph

Psychology plays an important part in effective presentation and, as the Election Address is the personal link between Candidate and elector, it is well worth while giving some thought to the actual photograph. It must, for instance, be built around his or her personality.

The rugged type needs different handling to the aesthetic type. It is therefore necessary to study the Candidate, assess strengths, weaknesses or disabilities (such as hearing aids, etc.). Strengths must be carefully emphasised, weaknesses or disabilities toned down but not eliminated. The tendency to use a photograph that unduly flatters should be avoided as the public will instinctively react to this on seeing the Candidate.

The Block

When thinking in terms of blocks always bear in mind the paper on which it is to be printed. Make sure that the block-makers are supplied with a specimen of the paper in order that they may provide the right screen. In so many cases good photographs and Election Addresses have been spoilt through the use of a block with the wrong screen. It is even more necessary than ever to stress this point at the present time when good paper is so scarce. Remember, coarse paper, coarse screen; fine paper, fine screen.

Good printing!

CHASE THEM!

MANY YEARS AGO, I, like all others, learned of that famous sailor's message to the fleet 'England expects...'

With a general election in the offing let us make our constituency slogan 'Candidate... expects every member to do his duty'.

The danger at the General Election will not be the number of votes which the Tories can muster, but the number of our own supporters who fail to turn out and vote.

Many with whom I have spoken in the past year talk of some apparent apathy within our ranks. That may well be, but it helps matters not at all to talk about it.

There was no apathy when I, as a boy of nine, listened to Lansbury speak in Leicester Square. Such meetings, and

those on the street corners, are the finest ways of putting the lie to Tory propaganda. Experience has shown that battles are not won by defenders but by attackers. We have got to attack, and quickly too. Between now and election time, our propaganda must be better than that put out by the Tories.

We must attack them in the Press, get out on every street corner, tour the streets with speaker equipment. We must watch out for Tory speeches and bring notice of what they say to the electorate. If you have a Tory M.P., chase him at every meeting and make sure that the answers which he gives are publicised.

Let us then roll up our sleeves and go into battle.

JAMES A. BREACH.

Budgeting for Elections

by FRED F. CULLEN

IN SOME WAY or another we all practise "budgeting" throughout our lives. We experience the need of food, shelter, pleasures and so on; we know whether we have any money in hand or not—or we can soon check up; we know that we can anticipate an income of so much (or so little!) and from time to time we decide how many of our needs we can satisfy, this week, next week and so on and we decide, too, how much money we must put away for a rainy day.

Our Concern

The principles are the same for budgeting for a nation, a football club, a political party, an election or for a household. Here we are concerned, primarily, with budgeting for a Parliamentary Election.

To do the job properly, we must do it methodically. There are three main operations. (1) We have to prepare a list of all items of necessary expenditure, with reserve items to cover any unforeseen needs of the future. (2) We must prepare a list of all the known sources of income. (3) We must now reconcile the two—pruning on the one side, or securing increased or new sources of income on the other, or both. The object, it can readily be seen, is to reconcile our needs with our means—to make the most effective allocation of our resources, besides keeping our eyes on the legal maximum!

First let us make a list of every item of expenditure which is considered necessary in organising the campaign to achieve its object.

Make sure that every detail is entered. Whether or not you may reasonably expect some of the items to be given free, you must add them to this list—they will feature in some way or another on your Election Return.

Having completed the list of probable expenditure items, let us now have a go at the more difficult part of the job—making a critical examination of every single item—weighing up its effective 'vote' value and estimating and marking its cash value in £ s. d. Tackle your list item by item . . . Is this item really necessary . . . how many will we need . . . is it to be one per house, one per family,

one per elector, or is it to be a selective distribution . . . what quality and weight of paper do we require . . . do we need colour printing . . . are envelopes to be used . . . All these questions must be answered and you must check the vote value of everything—what is going to be its direct influence upon the elector or its indirect influence if it is something that keeps the election machine oiled. Satisfied with the need, we must now estimate the cost in delivery man-hours (if it is something to be delivered by hand) and in all cases its cost in £ s. d.

Admittedly, estimating is a skilled job—but don't despair, it is acquired by practice and by seeking the co-operation of your printers and those of your Party colleagues who have experience and qualifications which count for something.

There is plenty of help about—much more than you may now realise—but you have to go out and look for it. Check every piece of advice that is tendered—don't be tempted to try to please everybody—you will end up in disaster if you do. Check everything. And so you proceed down the list until every item has been thoroughly examined and estimated, and make an adequate allowance to cover rises in price and other contingencies. How much should we allow? As Professor Joad would say, it all depends . . . But, if it is of any help, I can say that in my own Constituency, I have allowed 10 per cent of the legal maximum in my provisional budget. By the time that the Election Budget is required, I am sure that I will have to make a number of adjustments—but I am also certain that my provisional budget is going to be of the utmost help to me when that time comes.

Comparing the List

Now let us add up the list and compare the total with the legal maximum. For a Borough Constituency the legal maximum is £450 plus threehalfpence for each entry in the register of electors. For a County Constituency, £450 plus twopence for each entry.

If our estimates have been checked carefully and, after making adequate reserves, the total comes within the permitted

(continued at top of next column)

maximum, we have nothing more to worry about on this side of the account, for the time being at least. If, however, our total has gone 'over the top' we must have second thoughts on some of the items on our list before doing anything else.

Having settled on our requirements, the next question is: where is the money coming from? So let us now prepare our list of items of probable income.

If you have a sponsored candidate, you know what to expect from that source. Most candidates pay the Agent a fee for conducting the election (usually £50 for a Borough, £75 for a County Constituency) and since the Agent's services is one of your expenditure items, the amount received from the candidate is another item for your 'income' list. Also should be entered the amount which you must estimate as likely to be received by way of collections taken at public meetings—but make sure that this item is covered by Party funds or by guarantees. List also the items and the valuation of goods and services which you have shewn on your 'expenditure' list but which you can be reasonably sure of receiving free of charge—such as the free use of Committee Rooms.

After entering on your list every item which you or your Party will receive, or can reasonably expect to receive for the election, any balance in the Parliamentary Election Fund included, you will now be able to arrive at the amount still needed to provide all the expenditure required to effectively prosecute the campaign. If you are one of those rare lucky ones whose estimated expenditure is covered by your probable income, all I can say is: cross your fingers and hold your tongue!

Most of us find that our probable expenditure exceeds our probable income. Sometimes the Party has a little money in its General Funds that can be spared, but if every penny has already been put into the Election Fund, what then?

Unfortunately, many of our colleagues are too ready to say: cut down on expenses. But do not be too ready to give way to this. Remember, you have already gone through every item with a tooth comb and you have convinced yourself and your Executive that every penny is necessary to win the seat, to hold the seat, or to put up a propaganda fight worthy of the Party, as the case may be.

Remember too, if your estimates are reliable, that that £50 or £100 cut, or whatever it is, may very well mean your failure in the campaign. Let the Agent call together the Executive Committee and the Election Fund Trustees and use all his efforts in convincing them that the answer to the problem is to use every endeavour to increase the income before any decision is made to cut expenditure. A resolute attitude in matters of this sort may annoy a few, but you can rest assured that the majority will respect you all the more for it, and you will be doing only what is your duty to the Movement.

In many cases, unfortunately, despite every effort having been made, circumstances will force upon the Party and the Agent, the harsh necessity of having to restrict what we all feel are necessary expenses. In consultation with the Candidate and your colleagues, review every item from every possible angle, and make the cuts in such a way that the effectiveness of the campaign is affected to the very least extent. If you do this, you need feel no shame—you will have done your best. It is now up to your Party to ensure that such a situation will never arise again; and if every Party member pulled his weight, it never would.

We have now, we hope, after much spilling of blood, sweat and tears, balanced our Budget. We have consulted the Party Executive. We have consulted the Candidate. Every item has been examined, re-examined and cross-examined. Are we now going to allow this Party Officer or that Party Officer, or even the Candidate himself to come along and upset it without putting up a fight? Not Pygmalion likely!

LATEST AGENCY appointments approved by the National Executive Committee are: Mr. E. A. Rowe to Bristol South-East; Mr. G. H. Gibbs to Brixton; Mr. W. A. Brown to Rochester and Chatham; Mr. W. A. Goff to Wellingborough.

MR. PATRICK W. FISHER has written asking that we bring to the notice of our readers the fact that he was the writer of the article *How Not To Do It* which appeared in our July issue under the pseudonym 'Tom Ward'. The article was reprinted from the *Portsmouth Labour Youth*.

We Even Call in the A.A.

by **CLIFF PROTHERO, J.P.**

THE ORGANISATION of our All-Wales Annual Labour Rally is of itself rather a mammoth undertaking. The third Rally was held in July and in a brief article one just cannot cover all the preliminary details. At the outset it should be noted that the Rally is organised to cover the Movement in its entirety throughout all Wales.

First we have to find a reasonably central venue with a suitable building capable of accommodating several thousand people. Such a building is available in Newtown, Mid-Wales, which, geographically speaking, is fairly central being about 100 miles from the coastline of North Wales and roughly a similar distance from South Wales.

This town, the birthplace, incidentally, of Robert Owen, has such a Pavilion capable of accommodating between four and five thousand people.

Originally an aeroplane hangar, it has a raised stage suitable for massed choirs, but unfortunately the seating accommodation available is only for some two thousand people.

One of the first things which must be done, therefore, a long time before the actual date, is to assess the approximate number expected and then to arrange for the hiring of chairs. In the past three years we have hired twelve hundred chairs from a firm in Staffordshire and more from village halls in Montgomeryshire. Because of haulage costs the hiring of these chairs can be a very expensive item.

We erect a temporary platform in the Pavilion which allows speakers to face the entire audience. Loudspeaker equipment is installed by ourselves.

Some eight months before the Rally we invite all Party organisations in Wales to order their tickets. This indicates with a considerable measure of accuracy the number of people likely to attend from each constituency.

I should mention that when tickets are ordered cash must accompany the order. We have to insist on this because of the heavy financial outlay.

Early receipt of orders also enables us to gauge how many motor coaches will be used transporting contingents to the Rally and to arrange for suitable parking space. The land which we use is not an official parking lot, therefore two men are detailed off to ensure orderly parking of vehicles.

The arrival of so many coaches creates yet another problem—the direction of drivers to the parking ground. For this we ask, and get, the active co-operation of the local police and the Automobile Association. It may be of interest to some organisers to learn that the A.A. helps to the extent of erecting prominent direction signs indicating routes to the Rally parking place.

All contingents are sent appropriately-worded windscreen sticker labels, printed in Party colours, which serve the dual purpose of publicising the Party and the Rally and of advising the police and the A.A. just where the coach and its occupants are going.

It is necessary to have an assembly point because those attending the Rally form a procession which marches through the town headed by a silver band. For this we loan the Town Hall Ground from the Urban District Council and mark it out simply for the formation of contingents.

Taking place in mid-summer extra precautions have to be put in hand before the commencement of the Rally in case the weather should be very hot when some people, who may have travelled anything up to a hundred miles that morning by coach, find the procession just a trifle hard going.

We arrange for local ambulance teams with fully equipped ambulance vans to be in attendance at the assembly point.

(continued at top of next column)



MORTONS FOR STATIONERY

Write for samples and new List of ENVELOPES, DUPLICATING PAPERS, STENCILS, INKS, TYPEWRITER RIBBONS and CARBONS etc. as supplied to scores of Labour Party and Trade Union Offices
Mortons, 37 Wheatshaf Hall, Wheatshaf Lane, London, S.W.8

during the procession, and at the Pavilion itself.

We take out with the Co-operative Insurance Society a policy insuring all those taking part in the Rally against personal injury.

Long before the day of the Rally we appoint a Chief Marshal who is in charge of the procession with a number of stewards, and a Chief Steward who, with his assistants, is in charge of the Pavilion.

As the procession reaches the Pavilion each contingent is advised by loudspeaker the door by which they are to enter the building. This prevents chaos and congestion so very easy to create when one is dealing with four to five thousand people.

We make it a point of honour to make sure that great care is taken in providing ticket holders with seating accommodation.

I have left what is perhaps the most important point to the end, namely making sure that the fullest co-operation is obtained of the local people at the place where the Rally is being held.

Believe me, organising such a Rally means a lot of hard work; the headaches which one encounters are legion but on the day itself one sees the worthwhileness of all the labour, and the headaches, well, they've been worth suffering, too.

THE "MODERN METHOD" CANVASS CARD

*Adopted by all Parties as the
Ideal System*

Enormous Time Saver

Easier Checking

**Send for Sample and
Colour desired**



EDWARDS & BRYNING LTD.
ROCHDALE

This Isn't Snobbery

by a Correspondent

THERE IS, to quote the old adage, 'No time like the present' when it applies to canvassing and in our constituency we are getting down to it. You see we have a seat to win, and we are going to win it.

From a study of canvassers in various parts of the country, I have gained a certain knowledge that something is not quite right. Firstly, people are a little scared of canvassing middle class areas. Secondly, many of the canvassers are not fully conversant with the task before them. They are willing people, eager to do their best, but are untrained.

Two things are therefore essential.

1. Everything must be done to instill into members 'pride of party'. It is something to be proud of, to belong to this great Party of ours.

2. Canvassers must be well trained, and if possible, selected to canvass their peers. Do not consider this snobbery, it is not. A man with a meagre knowledge of the language calling on a household who have had further education is likely to have an adverse effect. Similarly the lady wearing a fur coat, driving a modern car, will not be the best canvasser for a working-class family.

Ward Parties, Local Parties and Divisional Parties must all play their part in getting this team together, and having done so, must see to it that they are trained.

It would take too long to enumerate what not to do on a canvass, but let us, much more quickly, state all that is necessary.

1. In a voice which is clear explain whom you represent, followed by 'May we expect your support at the forthcoming election'. Do not leave it at that, remember the person on the doorstep is speaking for himself or herself. Make a similar enquiry about the other residents.

2. Take note of anything the person says. If asked a question, answer politely. If you do not know the answer say that you will get your team leader or the Candidate to call again.

3. Keep a hold on your temper and do not get into arguments. The Tories will try this to delay you.

After a short while you will gain confidence, you will become experienced in picking out those for or against quite easily from their remarks.

The Technique of Canvassing

by RICHARD WEVELL, Secretary-Agent Wells C.L.P.

Editor Labour's Western Voice

THERE ARE TWO principal reasons to-day why we have difficulty in finding people willing to undertake the essential job of canvassing. First, a superiority complex; second, an inferiority complex. It is on the second problem I wish to focus attention. Why are people afraid to go canvassing and what can we do about it?

While much advice has been given on what essentials are required on a canvassing trip and how to record information obtained little has been said regarding the best approach to make when gathering this information.

The Root Cause

Fear is the root cause of this inferiority complex. Members are afraid of being asked questions they cannot properly answer or that people will be rude to them. They are afraid also of being made to look small and letting the Party down.

To eliminate such fears we must explain that canvassing has changed its form, that it has become a matter of gathering information. The word 'canvass' should be avoided and replaced with 'visit'.

The question of where to visit is important. Many people dislike calling on neighbours, preferring districts where they are not well known. Cross visiting is a good idea with teams from one area working another, and vice versa.

Members should first be sent to easy districts, perhaps a working-class street or a council house estate. There, canvassing is not so unpleasant and the ice is easily broken. Experience will be gained and with it a new readiness to tackle middle and upper-class districts.

Canvassers should go in pairs. This instils confidence and allows one to devote himself fully to completing canvass records. Tell them at the outset to find some fun in their work, to enjoy themselves.

Ring door bells for a full second or use the knocker briskly, confidently. A timid knock conveys indecision when the impression desired is one of complete self-assurance.

Standing too near the door is a common fault. Stand back, to one side, casually and easily, canvass records in pocket. Give the person opening the door time to take in your appearance, then let the one chosen to do the talking begin.

After the opening gambit the critical point in the explanation is reached and the remarks made will depend on what particular line of approach has been selected. This will depend on what I dub the excuse for the visit.

Several such excuses are useful and might include: (1) the Local Party is conducting a drive for new members; (2) it is presenting a copy of (say) *Town and Country Post* to each household, with the prospective candidate's compliments; (3) it is offering to be of service to any householder who may require advice or assistance on the subject of postal and proxy votes; (4) it is campaigning to increase the sales of the local Labour newspaper (this can be used where there is such a paper); (5) it is carrying out a check on the Register (this is especially useful when the Register is being compiled in November, or at claims' time, in January).

During an election, even a local election, fresh reasons can be found, never forgetting the offer of a car should one be considered necessary.

It is important to remember that whatever reason is chosen for the visit the primary object is still to discover whether people are 'for', 'against', or 'doubtful'. Even when the idea selected is the seeking of new members the intention should be rather to obtain a quick reaction than a shoal of signatures. Of course, an opportunity to sign up a new member should never be missed.

Classifying the Groups

It is perhaps best that the visitor who opens the conversation should be general in his approach before leading into the real reason for the call. Interspersed in the conversation, perhaps at the time chosen to hand over some literature, a remark can be made in the form of a leading question which may well evoke a response sufficient to classify the householder into his political group.

Some people pride themselves on being able to keep their politics a secret. Such a claim just falls down after about five minutes' subtle conversation on the part of a skilled canvasser.

Interviews vary considerably and too much time should not be spent on obvious Labour voters, or if someone is busy, upset, or preparing to go out. A quick

apology should be made and a promise given to call again. Such visits should be marked in the 'out' column.

Canvassers should have it impressed on them that they are proud to represent the Labour Party. Point out the importance of this work and insist that the reasons people give for being Tory are too absurd for words. Remind them that many people do not know much about politics and if a question is raised which calls for a comprehensive answer promise to obtain it from the candidate, the Agent or someone more knowledgeable than yourself and—don't forget to take the answer back.

If difficulty is still found in getting people to canvass, even after the above advice has been given then nothing remains but for the prospective candidate, the Agent, the chairman and the secretary to lead the way. They must start the ball rolling. They must recall that an ounce of example is worth a pound of precept.

New Assistant Regional Organisers

THE APPOINTMENT of two new Assistant Regional Organisers were approved in July. Mr. J. Emrys Jones was appointed for the South-Western Region and Mr. R. W. Simmons for the East Midlands Region.

Mr. Jones, who is 37 years of age, has been full-time Secretary-Agent at Westbury, Wiltshire.

Much of Mr. Jones's work for the Party has been done in Wales, particularly in Cardiff, where for four years he was a councillor on Cardiff City Council. Among the many posts which he held within the Movement were Chairman of the Cardiff Borough Party and an Executive Member of the Welsh Regional Council of Labour.

At the age of 19 he was Chairman of Aberdare No. 1 Branch of the N.U.R., and has contributed frequently over the years to the *Railway Review*.

Mr. Simmons, whose age is 27, has for two years been Assistant Organiser to the City of Leicester Labour Party. Before that he filled the post for two years on a voluntary basis.

At the last General Election he was Agent in N.W. Leicester, when the Labour majority for Mr. Barnett Janner, M.P., was increased.

DID YOU KNOW?

A CURIOUS and archaic limitation as to the place of an Agent's office was continued from the old 1883 Act into the 1949 Act.

Section 57-(2) has these words—

The office of the election agent shall, if for a parliamentary election be within the constituency and if for a local government election, within the local government area — or in either case *within any county of a city or town adjoining to the constituency or area.*

In a case where a rural constituency circles about a city or town an Agent may desire to have his office in the city or town as being the most accessible place from any part of his constituency, but he cannot have his office in this city or town unless it is a county of a city or town.

What is a county of a city or a county of a town? The titular phrases do not imply a county borough. They are cities and towns that were listed in an old act of 1835 which gave special administrative juridical powers to such places.

The following is a list of these unique places as originally designated—

Counties of Cities

Bristol, Canterbury, Chester, Coventry, Exeter, Gloucester, Lichfield, Lincoln, Norwich, Worcester, York.

Counties of Towns

Caermarthen, Haverfordwest, Kingston-on-Hull, Newcastle-on-Tyne, Nottingham, Poole, Southampton, Berwick-on-Tweed.

In Scotland, Aberdeen, Dundee, Edinburgh and Glasgow are styled as Counties of Cities.

Thus, the above places are the only ones permitted by the Act to be chosen alternatively as the venue for an Agent's office for any constituency or area adjoining. This limitation is an arbitrary one and should be extended to include any convenient city or town adjoining.

The real practical issue for an Agent desiring a centre in an adjoining city or town is that he wants to establish his Central Committee Room there. This would be quite in order as there is no electoral prohibition against such situation.

To comply with section 57 he can give an address (his home address perhaps) in the constituency itself, to the R.O. as 'the office to which all claims, notices, writs, summons, and documents shall be sent'.

HAROLD CROFT.

Labour Party Publications

LATEST ISSUES

LEAFLETS

Next Time I Call	} carriage paid 20s. per 1,000 copies
Take Our Advice (Membership) ...	
It's Not Just a Coat You're Buying ...	} 25s. per 1,000 copies
Thinking It Over	
You Can't Fight With One Hand ...	35s. per 1,000 copies
The Defence of Our Liberties	40s. per 1,000 copies

PAMPHLETS AND BOOKLETS, ETC.

Our First Duty—Peace (1951)	Post free: 1 copy, 4½d.; 12, 2s. 6d.; 50, 9s.
Labour and the New Society	Post free: 1 copy, 7½d.; 12, 5s.; 25, 9s.; 50, 17s. 6d.; 100, £1 13s.
(Policy statement, 1950)	
European Unity	Post free: 1 copy, 4d.; 12, 2s. 3d.; 100, 17s.
Coal	} Post free: 1 copy, 5d.; 12, 3s. 6d.; 50, 13s.; 100, £1 5s.
Marching On	
To Liberals	Post free: 1 copy, 4d.; 12, 2s. 9d.; 100, 17s. 6d.
The Just Society	} Post free: 1 copy, 4½d.; 12, 2s. 6d.; 50, 9s.
Monopoly	
This Cost of Living Business	Post free: 1 copy, 4d.; 12, 2s. 6d.; 100, 17s. 6d.
A World of Peace and Plenty	
A Policy for Secondary Education ...	Post free: 1 copy, 4½d.; 12, 3s. 6d.; 24, 6s. 6d.
Fifty Facts on Foreign Policy	} Post free: 1 copy, 3d.; 12, 1s. 9d.; 100, 12s. 6d.
Fifty Facts on Housing	
Guide to the Elements of Socialism ...	Post free: 1 copy, 8d.; 12, 5s.; 100, £1 15s.
Annual Conference Report, 1950 ...	Post free: 2s. 6d.
Handbook, 1951: Facts and Figures for Socialists	Post free: <i>paper-bound</i> , 1 copy, 3s.; 12, £1 8s.; 50, £5 14s.; 100, £11 5s.; <i>cloth-bound</i> , 1 copy, 4s. 6d.; 12, £2 5s.
Campaign Quotations	Post free: 1 copy, 3s. 10d.; 6, 17s. 6d.
Party Organisation	Post free: 1 copy, 1s. 8d.; 6, 8s.; 12, 15s.

ILLUSTRATED MAGAZINE

Womanfare	Post free: 1 copy, 4d.; 12, 1s. 6d.; 100, 10s.; 1,000, £4.
------------------	--

PERIODICALS

Fact. Threepence monthly. Four shillings per year post free.
 Labour Councillor. Twopence monthly. Three shillings per year post free.
 Talking Points. Two a month, twopence. Six shillings per year post free.
 Labour Woman. Twopence monthly. Three shillings per year post free.
 Labour Organiser. Fourpence monthly. Five shillings per year post free.
 Labour Press Service. Threepence monthly. Four shillings per year post free.
 Socialist Advance Organ of the Labour League of Youth. Threepence monthly. Four shillings per year post free.

The Labour Publications Department,
 Transport House, Smith Square, London, S.W.1.